

The background of the image is a bright orange industrial wall. It features a network of blue-painted metal pipes and railings. A diagonal blue pipe runs from the top left towards the center. On the right side, there is a vertical orange pipe with a circular valve at the top and a small white square sign with a red 'X' and a green 'W' further down. Two small, white, cylindrical light fixtures are mounted on the orange wall. The overall scene is industrial and brightly lit.

# CONSISTENCY *in* CONTENT

**Getting Your Organization Noticed  
Through Social Media & Branding**


A photograph of a room with a brick wall and a wooden window. A wooden ladder is leaning against the wall. The word "welcome" is written in a large, white, cursive font across the bottom of the image.

*welcome*





*welcome*

Farm  Tennessee





*developing  
your*

**BRAND**







## East Tennessee Local Food Guide





Matthew
Home
Create
Friends
Messages
Notifications
More

National Park Foundation
@nationalpark

Home
About
Get Email Updates
Photos
Posts
Events
Videos
Community
Reviews
Info and Ads

CELEBRATING  
50 YEARS  
OF THE NATIONAL PARK FOUNDATION  
#WeAreParks

Like Follow Create Fundraiser
Donate Send Message

National Park Foundation
January 18 at 10:53 PM

"Once the parks reopen, says National Park Foundation President Will Shafroth, the reinstated staff will have to work quickly to assess the full extent of the damage during the shutdown – and how much funding and volunteer assistance will be needed to get the parks back on track."

See what we're doing to help on [Fast Company](#) by following the link below. And to learn about our Parks Restoration Fund, visit <https://prks.org/2TN3wyb>.... See More

FASTCOMPANY.COM  
**Here's how to help the U.S. National Parks during the government shutdown**

21 Comments 131 Shares

4.7
4.7 out of 5 - Based on the opinion of 828 people

Community
See All

Invite your friends to like this Page

706,467 people like this

Wallis Ann and 15 other friends like this or have checked in

About
See All

1110 Vermont Ave NW  
Washington, District of Columbia 20005  
Get Directions  
(202) 796-2500  
Send Message  
www.nationalparks.org  
Nonprofit Organization · National Park  
Suggest Edits

# CAMPAIGNS

635 posts
195k Followers
3751 Following

Follow

National Park Foundation
Nonprofit Organization

The official charity of America's national parks and nonprofit partner to the @NationalParkService... more

[prks.org/2THlbXL](https://prks.org/2THlbXL)

1110 Vermont Ave NW, Washington, District of Columbia 20005

Followed by meghando15, lil.li.mcq, kmaaws + 5 more

Oh, Teddy

Give Thanks

Call Email Directions





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1110 Vermont Ave NW, Washington, District of Columbia 20005
Followed by meghando15, lil.ji.mcq, kmauds + 5 more

Oh, Taddy

Give Thanks

Call Email Directions





## 2017 Highlights



**\$11 MILLION+**  
GRANTED TO SUPPORT  
historic preservation projects



**DISASTER  
RELIEF FUND**  
ESTABLISHED TO SUPPORT  
parks recovering  
from catastrophic events



**604,000+**  
PEOPLE ENGAGED  
in over 16,000 park events  
and activities

**PARKS 101**  
IMMERSIVE CONTENT  
SERIES CREATED  
to showcase  
lesser-known parks



**91 MILES**  
OF TRAILS RESTORED  
and repaired by the Youth  
Conservation Corps



**1,612 NEW**  
GRANTEE PARTNERSHIPS  
made this year, totaling to 4,442  
partnerships overall



**1 MILLION+**  
VOLUNTEER HOURS  
given by 335,000 volunteers through  
NPF projects and programs



**5,860**  
FIELD TRIPS  
PROVIDED BY  
EVERY KID IN A PARK



**\$41 MILLION+**  
AWARDED IN GRANTS TO PARKS,  
PARTNERS, AND PUBLIC LANDS



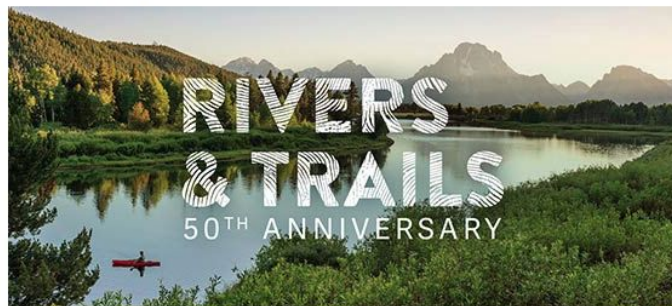


# GOPARKS

NATIONAL PARK FOUNDATION NEWSLETTER

VOL. 16 NO. 10

## Happy 50th to the Rivers and Trails Systems!



The National Park Foundation is celebrating its 50th year, and we're also honoring another exciting public lands milestone. To celebrate the 50th anniversary of the National Trails and Wild & Scenic Rivers acts, NPF gave 20 grants to enhance the country's national trails and wild and scenic rivers and improve public access to them. Check out [this cool map](#) to see which rivers and trails received grants. Then, learn more about how you can [join in the celebration](#) of our beloved public lands.

## National Christmas Tree Lighting



# GOPARKS

NATIONAL PARK FOUNDATION NEWSLETTER

VOL. 16 NO. 7

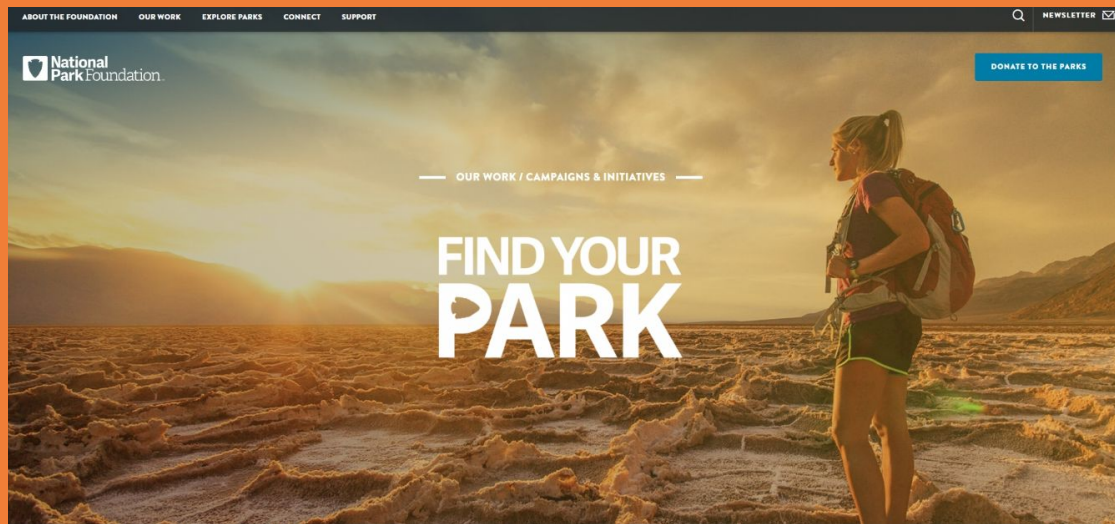
## #PicYourParkContest



Considering a trip to a national battlefield? Interested in relaxing by a national seashore? No matter how you decide to #FindYourPark this summer, be sure to snap a selfie and enter the National Park Foundation's Pic Your Park photo contest. Each time you post a selfie on Instagram from a different national park with the hashtag #PicYourParkContest and geotag your location within the park, you increase your point total and get closer to winning the grand prize national park trip! Earn bonus points for tagging a national battlefield or military park in July or a national seashore or lakeshore in August. Lesser-known national parks can earn you even more points! For more information on details, rules, and resources, [check out the contest's website](#).

## Windows Down as You Find Your Park

# #FIND YOUR PARK



Natl Park Foundation @GoParks · Jan 12

[prks.org/2RsPq7u](https://prks.org/2RsPq7u) << So much work goes into protecting beautiful trails like @NCTrail! #FindYourPark #EncuentraTuParque #WeAreParks



4



21

## #FINDYOURPARK

So much more than vast landscapes, there are urban parks, cultural treasures, and historical places—all within the National Park System. A park can even be a feeling or a state of mind. You may find that a National Park Service program helped preserve a special place in your community. With more than 400 national parks and thousands of historic and recreational lands across the country, there are endless ways for you to find your unique connection.

If you haven't found YOUR park yet, visit [findyourpark.com](https://findyourpark.com) and [encuentratuparque.com](https://encuentratuparque.com) for inspiration and ideas on where to go and what to try.

## FIND YOUR PARK STORE



FIND YOUR PARK BASEBALL CAP

This Find Your Park adjustable baseball hat will keep you cool no matter where your next national park adventure takes you.



FIND YOUR PARK ZIP HOODIE

Stay warm, cozy and stylish in this limited edition Find Your Park zip hoodie.



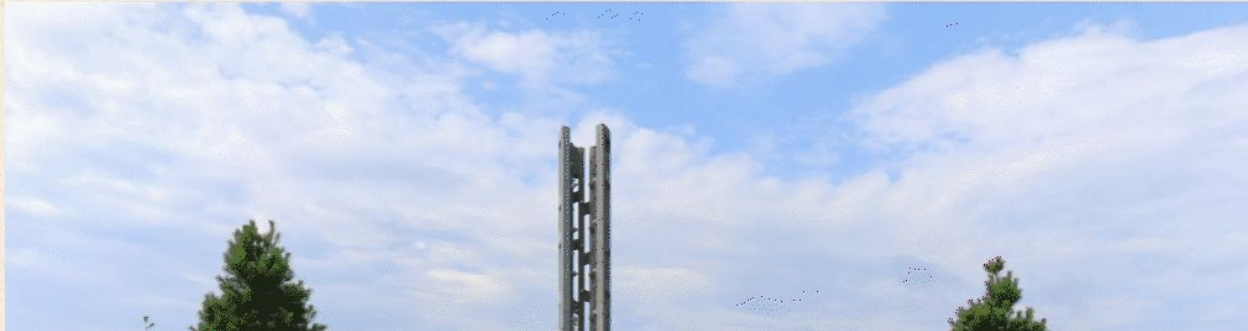
FIND YOUR PARK WATER BOTTLE

Proudly made in the USA, this 100% recyclable aluminum and BPA free bottle is perfect for those who want to do good while



# Stories

Every park is different to every person — they offer moments when you learn something about yourself in the most unexpected places. These stories from park lovers like you are as diverse as the parks they've visited. And if you're anything like us, they'll inspire you to get up and find **your** park. You may be surprised by what you find.





*let's start  
simple:*

**FONTS**



# Typefaces: *SERIF*



Old Style  
Transitional  
Modern  
Egyptian

# Typefaces: *SANS SERIF*



Grotesque  
Geometric  
Humanist



*Connotation*

vs

Denotation



**BRIDGE**  
REFUGEE SERVICES, INC.  
DIGNITY • HOPE • OPPORTUNITY





BRIDGE

Refugee Services, Inc.

DIGNITY • HOPE • OPPORTUNITY

REFUGEE SERVICES, INC.

**DIGNITY • HOPE • OPPORTUNITY**



Paytone One



**MIX & MATCH**

typefaces **AROUND**



Permanent Marker



Playfair Display

but stick to  
**ABOUT 3**  
for consistency





# BEYOND *just* FONTS

American Heart Association

Matthew

Home

Create

American Heart Association

@AmericanHeart

Home

About

Fundraisers

Photos

Videos

See more

Create a Page

KEEPING HEARTS BEATING GETS OUR HEARTS PUMPING.

Like

Follow

Share

Donate

Send Message

American Heart Association

January 20 at 3:19 PM

Heart-healthy living can also help prevent type 2 diabetes. Check it out:

HEALTHLINE.COM

7 Simple Ways You Can Lower Your Risk of Diabetes

Experts say you can help avoid developing diabetes by following just four ...

161

1 Comment 65 Shares

Like

Comment

Share

Most Relevant

Write a comment...

4.1

4.1 out of 5 · Based on the opinion of 21,991 people

What's New

A new event was created: National Wear Red Day® 2019.

Community

See All

Invite your friends to like this Page

1,032,951 people like this

Crista Kowalski and 4 other friends like this or have checked in

About

See All

7272 Greenville Ave (760.97 mi)  
Dallas, Texas 75231

Get Directions

(800) 242-8721

Send Message

# START SMALL

1230 posts

103k Followers

645 Following

Follow

American Heart Association

Charity Organization

AHA Official Instagram. Check out our tips on eating healthy & becoming physically active. Favorite... more

WearRedDay.org/

7272 Greenville Ave, Dallas, Texas 75231

Followed by housedemocrats

#AHA18

Heart Heaven

Call

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I heart Heaven

Call

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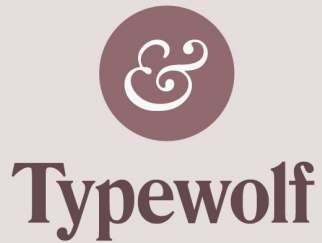
Directions



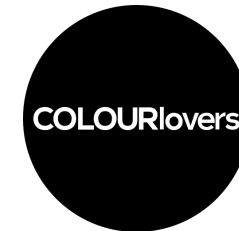
# Design & Editing



## Types & Fonts



## Color Palettes



***GROUP***



***ACTIVITY:***

Create the front of  
Farm to Tennessee's  
new brochure





**CAC  
Beardsley  
Community  
Farm**

**Growing  
Healthy  
Food for a  
Healthier  
Knoxville**

**CAC**

Knoxville-Knox County  
Community Action Committee  
*Helping People. Changing Lives.*

*Taking  
your brand*

digital



why

**are we using  
social media**

?



# How

**do we find  
our “voice”**



***GROUP***



***ACTIVITY:***

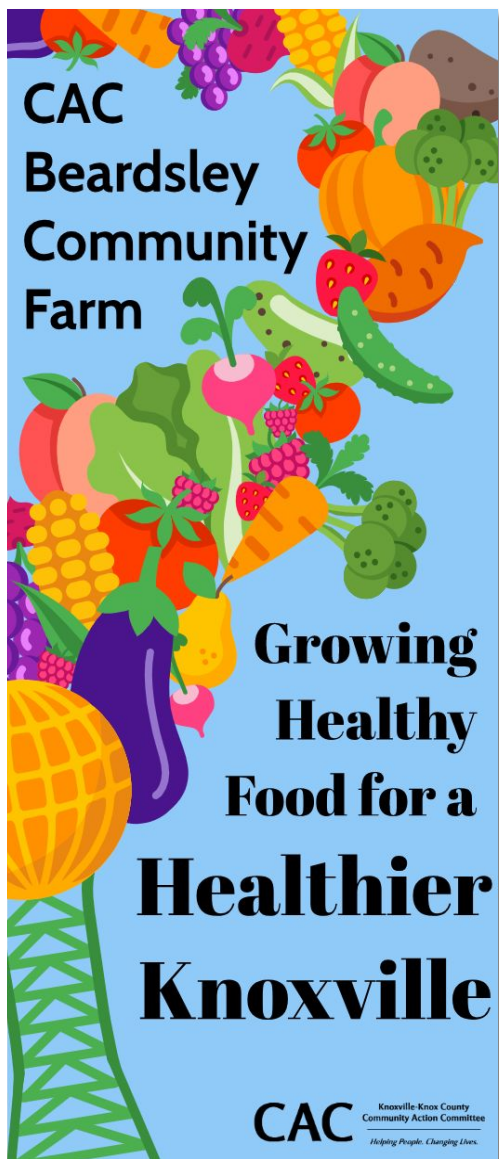
**For Farm to Tennessee:**

3 reasons to use social media

3 things people should know

ENGAGEMENT





# TRANSLATING VISUALS

# Do you use SNAP in Tennessee?



*February benefits have  
already been issued*



# TRANSLATING VISUALS

## CAC Feeds Knoxville

*Beardsley Community Farm & Green Thumb Program FY 2017-2018*

### GROW

**26** community gardens started  
and managed at public  
housing developments and  
charitable organizations, with  
**145** new and returning  
gardeners

**10,062** seed packets  
**13,932** vegetable plants } distributed to  
1,331 Knox County  
residents

### FEED

**10,692** → pounds of produce donated to  
**12** local non-profits

including **660** pounds  
for our new  
*Farm to Senior*  
program with  
*Mobile Meals*

partnered with 25 food pantries to distribute  
**50,112** meals

### TEACH

**1,384** volunteers at Beardsley Farm,  
learning about food access and  
sustainable urban agriculture while  
giving back to the community

**2,101** people educated,  
including:

- 10** Boys & Girls Club youth  
at our second annual  
Farm Camp
- 216** Head Start  
pre-schoolers
- 160** students on field trips  
at Beardsley Farm
- 175** low-income seniors at  
cooking and meal  
planning classes

beardsleyfarm.org  
(865) 546-8446



# Happy Thanksgiving

from  
**Beardsley  
Community  
Farm**

*"Growing Healthier Food  
for a Healthier Knoxville"*

beardsleyfarm.org



## RAISE the ROOTS TICKET GIVEAWAY

Go to our Facebook page  
for a chance to win 2 tickets  
to the hottest farm-to-table  
dinner in town!

*Featuring Beardsley produce and Pretentious Beer*  
November 5 at The Plaid Apron 6:00pm

**Thank you for  
supporting  
our mission  
of growing  
healthy food  
for a healthier  
Knoxville!**



## Harvest Festival Schedule

**1:15-1:35** Living the Dream  
**1:45** Farm Tour  
**1:45-2:20** Obayana Ajanaku  
**2:20** Farm Tour  
**2:25-2:40** The Wharf Rats  
**2:55** Miss Take  
**3:05-3:40** Smoky Mountain Storytelling  
**3:50-4:25** Stonefish

Sunday, October 21  
1741 Reynolds Street, Knoxville, TN



# Your Digital Brand



## Knox County Volunteer Assisted Transportation

Published by Matthew Gabb [?] · May 30, 2018 ·

### VOLUNTEER & RIDER SPOTLIGHT

Y-12 National Security Complex has been an important part of our community for 75 years, and last week our CAC AmeriCorps Member **Matthew** got to ride along with two people who used to work there: **Larry**, one of our volunteers, and **Margaret**, who has been riding with us since VAT started in 2009.

Larry moved from Chicago to #Knoxville in 1991 for work (and to escape the cold!). Larry was a master plumber who specialized in weapons factories and nuc... [See More](#)



## Beardsley Farm

Published by Matthew Gabb [?] · August 23, 2018 ·

Meet **Emma**, one of our amazing workshare volunteers! Emma started volunteering with #BeardsleyFarm this summer, and says that our "spirit of growing and giving and learning" is a big reason why she comes to the farm!


A University of Tennessee, Knoxville graduate student in Civil and Environmental Engineering - UT Knoxville, Emma studies how we can use natural processes to remediate contaminated waters and soils. Thank you for all you do to alleviate hunger in our community, Em... [See More](#)



# Tell Lots *of* Stories




# Your Digital Brand

 **Knox County Volunteer Assisted Transportation** shared a post. September 11, 2018 · 🌐

Every city, even our great #Knoxville, has a ways to go to becoming a universally accessible place for all of us. But we need your help to do that!

By becoming a volunteer driver with #KnoxVAT, you can help your neighbors with disabilities get where they need to go. Call us at 865-673-5001 to make our community a more accessible place.


(Via VICE's Tonic)

 **Rooted in Rights** July 24, 2018 · 🌐

Has navigating NYC been a nightmare for you?

#Accessibility #NYC #DisabledVoices

<https://tonic.vice.com/.../disabled-people-new-york-city-how-...>



TONIC.VICE.COM

**New York City Is a Nightmare for Disabled People**

The subway is a mess, and taxis and rideshares aren't always...

 **Knox County Volunteer Assisted Transportation** Published by Matthew Gabb [?] · May 25, 2018 · 🌐

We got a bittersweet phone call yesterday. Due to health concerns, one of our riders is moving out of her house and will no longer be using our services. But, she said that because of #KnoxVAT, "I was able to stay in my home for two more years."

Conversations like this remind us the impact our volunteers make in our community. Because of them, our riders are able to stay in their own homes longer. To all of our volunteer drivers -- THANK YOU!

Want to join our ranks? Call 865-673-5001 to make an impact for YOUR neighbors.

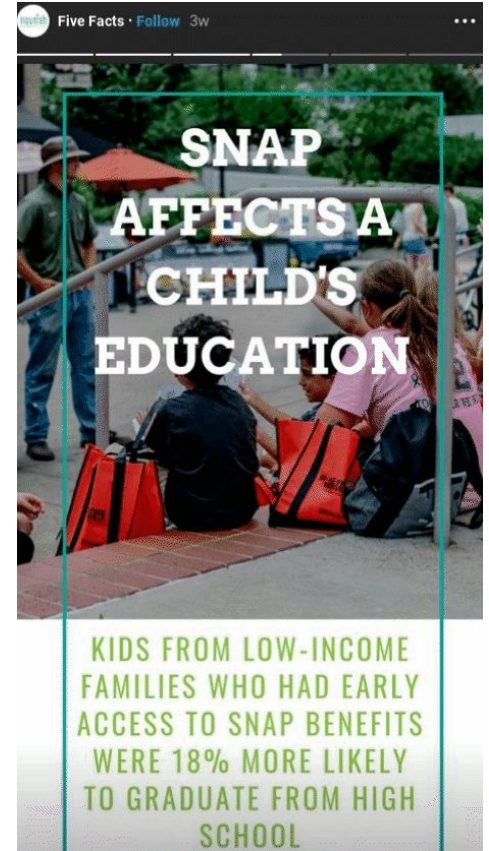


# Calls to Action



# Your Digital Brand

## Instagram Stories



# Your Digital Brand



The screenshot displays a Facebook live stream interface. On the left, a video player shows two men standing in a grassy field. The man on the left is wearing a dark t-shirt and blue overalls, holding a straw hat. The man on the right is wearing a plaid shirt over a white t-shirt and dark pants, with his arms raised. A play button icon is overlaid on the video. Below the video is a progress bar and a chat window with 48 messages. On the right, the Facebook post details are visible. The post is from 'Beardsley Farm' and is a live video. The text of the post reads: 'We're ready to pull the winner of 2 tickets to Raise the Roots Benefit Dinner! UPDATE: Congratulations Gisela Dawn! We'll be in touch about getting your tickets. Can't wait to see you at Raise the Roots on Monday. For everyone else who participated -- thank you so much! It's not too late to get your tickets for Raise the Roots! Go to [link] See Less'. The post has 623 People Reached, 50 Engagements, and 276 Views. Below the post are three recommended videos: '#ColdWeatherWednesday: Straw and Compost' (230 Views), 'Who has the best soup in Knoxville? You can decid...' (363 Views), and 'Growing People' (246 Views).

Search Matthew Home Create

Beardsley Farm was live  
— at Beardsley Farm  
about 3 months ago · Knoxville ·

We're ready to pull the winner of 2 tickets to Raise the Roots Benefit Dinner!

UPDATE: Congratulations Gisela Dawn! We'll be in touch about getting your tickets. Can't wait to see you at Raise the Roots on Monday.

For everyone else who participated -- thank you so much! It's not too late to get your tickets for Raise the Roots! Go to [link] See Less

623 People Reached 50 Engagements Boost Post

9 276 Views

Like Comment Share

Comments Up Next

#ColdWeatherWednesday: Straw and Compost  
Beardsley Farm  
230 Views


Who has the best soup in Knoxville? You can decid...  
Beardsley Farm  
363 Views

Growing People  
Beardsley Farm  
246 Views

Write a comment...

# Live Streaming


# Your Digital Brand

 **Beardsley Farm** shared a video.  
Published by Matthew Gabb [?] · December 17, 2018 · 🌐

Happy 102nd birthday, Edna! Did you know that you can take Knoxville Area Transit to volunteer at Beardsley Farm? 🚌 Route 12 drops off at the farm's driveway, and Route 13 drops you off just down the road on Western Avenue!

Keep on the lookout -- we'll be announcing our spring workday schedule soon 😊

#KATGoesThere



9,160 Views

**Knoxville Area Transit**  
December 30, 2017 · 🌐

On December 13th, Knoxville Edna Eldridge celebrated her 101st birthday. Every Thursday, she rides the LIFT to go to her hair salon appointment. #KATGoesThere #HappyNewYearKnoxville

2,264 People Reached      273 Engagements      Boost Unavailable

👍❤️ Beth Graves, Sarah Joyce and 86 others      3 Comments 1 Share

 **Beardsley Farm** is with Alex Bonner and Adrienne Seldon.  
Published by Matthew Gabb [?] · August 29, 2018 · 🌐

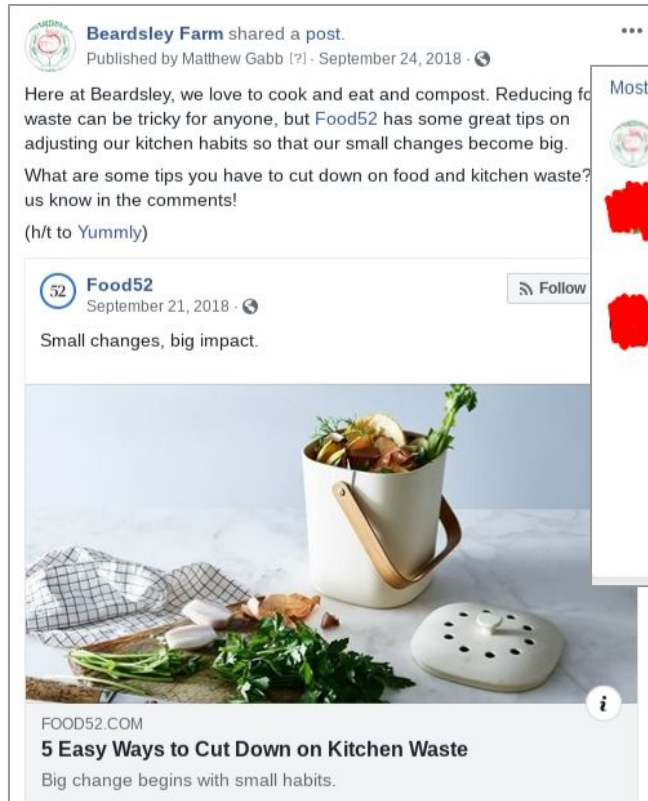
Today one of the students visiting us from Stanford Eisenberg Knoxville Jewish Day School KJDS defined community as "an ecosystem of people helping people." We think that's a great way to define community!

And you can help people in our ecosystem too! Come to our workday this Saturday from 9-12 to feed our community and see if you can harvest more apples than the kids today did 😊 Check out [beardsleyfarm.org](http://beardsleyfarm.org) for more information.



# Build Relationships

# Your Digital Brand



# Build Relationships



# Have

# FUN!



**beardsleyfarm** Always dreamed of hanging out with SUPERMODELS?? These veggie hotties will be struttin' their stuff this Sunday

# **GROUP ACTIVITY:**



## **Facebook & Beardsley Farm**

Why was *or* wasn't  
there engagement?

***GROUP***



***ACTIVITY:***

Create 3 social media posts  
for Farm to Tennessee's  
upcoming fundraising dinner

GETTING MORE FOLLOWERS

Advertising





OCTOBER 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 BRYAN	2 UTK WINNERS COVER TOP	3 HARVEST FEST ADAM'S INTRO CAMPUS 7 SOIL	4 demo	5 COFFEE BROOKLYN ADAM'S INTRO	6
7	8 FARM-TO-DEMO MATTHEW INTRO	9 CHICKEN	10 BROOKLYN KRA	11 CHICKEN HARVEST	12 WORK DAY	13
14	15 WORK DAY	16 RTR CHICKEN CHICKEN CHICKEN	17 100 KIDS RTR CHICKEN	18 BEANMONT FIELD SUSTAIN DAY EUY	19 "WORK DAY" WORK DAY GRAPS	20
21 HARVEST POST	22 HARVEST FEST	23 RTR CHICKEN FEAST	24 LYNNE	25 RTR	26 COOKING DEMO ALEX COOKING	27
28	29 UTK HARVEST-DEM COFFEE CAMPUS 7 EUY	30 RTR WINNER STRAW	31 halloween			

NOVEMBER 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1 RADISH RADISHES	2 RTR	3
4 KIDS THE RTR	5	6 RTR	7 VEGGIE SOCK	8 ELK MONT HILLENARY	9 ALEX **	10
11 HILLENARY peaches	12 peaches	13 ELK MONT FEMA	14 LOWE'S	15 PEANUT BUTTER	16	17
18 EFH	19 lowe's	20 giving tree KIDNEY	21 THANK giving tree	22 THANKSGIVING	23	24
25	26 GIVING TUESDAY	27 GIVING T. RES DAY COOKING CLAS	28 PRETENTIONS CALENDERS	29 PRETENTIONS	30 beer	

DECEMBER 2018						
Mon	Tue	Wed	Thu	Fri	Sat	
25	26	27	28	29	30	1
2 WARRSS GUY	3 SNOW DAY	4 SQUASH COOKING CLASS	5 BEER	6 BEANMONT PUBLISH SNOW DAY	7	8
9	10	11	12			

# Planning Posts in Advance

# *BIG* Takeaways



# **GROUP ACTIVITY:**

What is one thing we discussed that *your* organization can do to improve engagement?



An orange metal ladder is leaning against a wall made of large, rectangular stone blocks. The wall is covered in green moss and lichen, particularly in the crevices between the stones. The ladder is positioned vertically, with its rungs visible. The word "DISCUSSION" is written in large, bold, white capital letters across the center of the image, partially overlapping the ladder and the wall.

# DISCUSSION